California Department of Social Services (CDSS): How to Use CalFresh ArcGIS Geo-Maps

INTRODUCTION TO GEO-MAPS:

ArcGIS Geo-maps are available for some counties to help counties and Community Based Organizations (CBOs) locate neighborhoods that may benefit from CalFresh outreach efforts. These interactive maps are mobile-friendly, and can zoom into a region down to the street level. The manual is broken into the following sections; data limitations, available maps, map tutorial, and data dictionary. This document is intended for ArcGIS map navigation, meaning that even if the map or variable names change, similar tools are available in most ArcGIS maps.

DATA LIMITATIONS:

A. Geographically, smartphones and tablets are limited to the Program Reach Index (PRI) variable only.
   a. Clicking on a specific geographic section on the map populates a table with the remaining variables.
B. Current geo-maps provide 2015 data.

AVAILABLE MAPS:

A. ArcGIS maps are available for the following counties either by ZIP-code level or county-level data. Click on the hyperlinked titles to locate the geo-maps.
B. The instructions in this document focus on navigation in the ZIP-Code level map, and the same navigation tools can be used in the County level map.

   a. [Statewide County Level Map Link](#)

   b. [Statewide ZIP-Code Level Map Link](#)

MAP TUTORIAL - ALL DEVICES:

A. Once the ArcGIS web page is opened, it looks like the ZIP-Code Level map below, and automatically shows the PRI map overlay with the legend displayed on the left.

B. Zoom in or out by left-clicking on zoom-in-or-out selection in the top left corner of the map, and move the map with the cursor (computer) or finger (mobile device) to locate a desired area on the map.

   NOTE: Smartphones and tablets will have the Program Reach Index map only, no menu selection. Clicking on a specific geographic section on the map populates a table with the remaining variables.
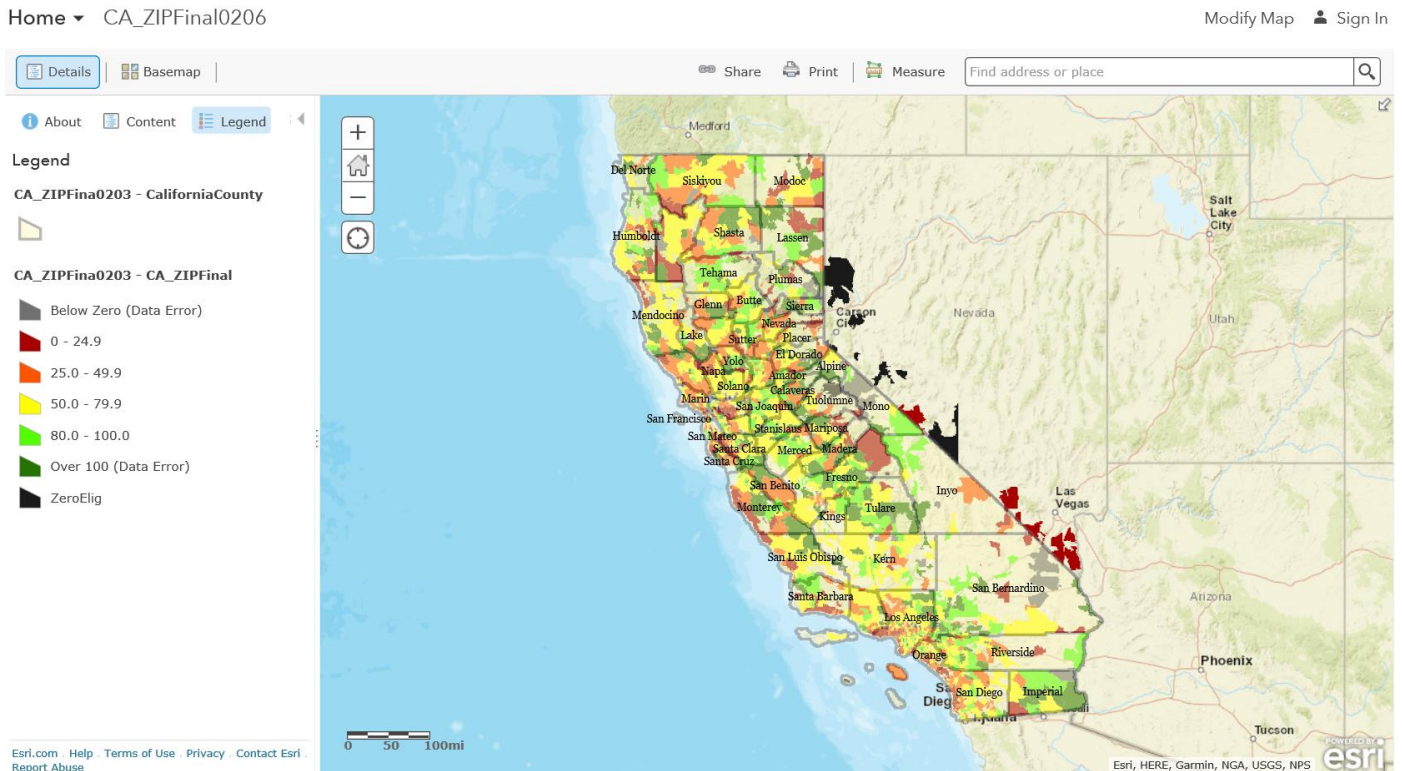
C. Left-click on an area of the map if you want to see all available variables for the selected area. For example, clicking on the orange area with very low participation for a ZIP code in Lost Angeles County, we see that there are 469 CalFresh recipients (CalFresh), and the estimated number of potentially eligible people is 2,946 (AdjDeno).

D. To estimate the PRI as a percent for the selected region, divide CalFresh Participants by Adjusted Denominator. The Adjusted Denominator is the number of people eligible for CalFresh, based on CDSS estimates.
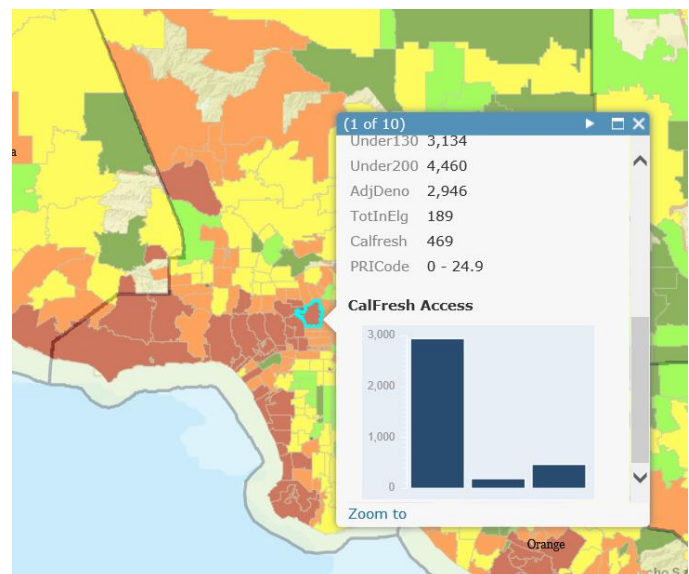
$$PRI = CalFresh/AdjDeno = \frac{469}{2,946} = 0.159 = 16\%$$

*= Extremely or Very Low PRI*

E. The table below clarifies the PRI percent range for the **PRICode** variable, based on the color category. The color scale ranges from red (extremely low participation) to dark green (high participation). A legend is included in the map.

PRI Percent Range	PRI Color Category
0% to 24.9%	Extremely or Very Low
25% to 49.9%	Low
50% to 79.9%	Medium
80% to 100%	High
Below 0% or Above 100%	Data Error

F. The Streets version of Base Map is automatically pre-set, and is easy to read. Clicking on the Base Map button allows you to select what kind of map is best for your use.

Smartphones/tablets have the drop-down menu at the top of the screen, where the Base Map can be changed.
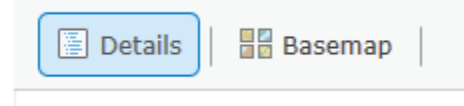
MAP TUTORIAL - PERSONAL COMPUTERS AND LAPTOPS ONLY:

A. The selection menu stays on the left side while the map stays on the right side of the screen. Clicking on the Details button toggles between the details menu and having the map only.

B. Left-click on Details anytime to get to the Contents main menu.

C. To continue selecting data in the interactive map, left- click on "Content" in the top left corner of the screen.
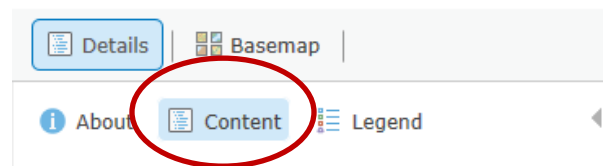
D. You will see a Contents display with the map checkbox automatically selected.

E. Left-click on the checked map title which will show selection icons below it, hover over the selection icons to click on them. In this case, the map title is" CA ZIPFina0203 – CA ZIPFinal".

1. Left-click on the Show Table icon (⊞) to open a table below the map showing the outcome of each observation and variable, if needed.

2. Left-click on the Change Style icon (⬙), you will be redirected to the Change Style selections menu.

3. Multiple options are available for adjusting the map visuals.
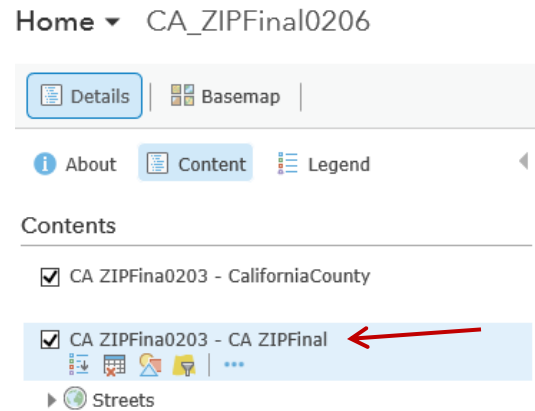
   a. In the Change Style menu, left-click on the drop-down arrow to select the attribute (or variable) you would like to evaluate. For example, select the "PRICode" attribute.

   b. Then, select the drawing style. With this selection, you can visualize the areas in different ways such as by the entire zip or by population concentration diameter, depending on the attribute (variable) selected.

   c. Left-click on "Types (Unique symbols). An "Options" selection appears. If you would like to make the map overlay more transparent, click on "Options."
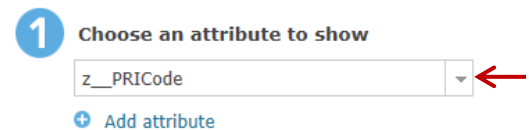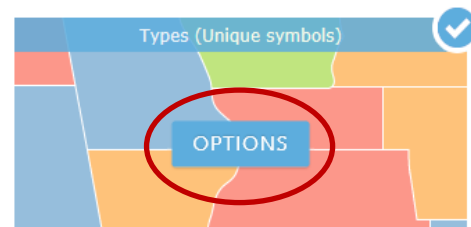
   d. Clicking on "Options" redirects you to a new menu. In the lower side of the menu, adjust the bars titled "Transparency" and "Visible Range" by moving the pale-grey, pentagon-shaped cursors, if needed.

   e. Left-click on "Done" at the bottom of the menu to save the changes and go back to the Change Style menu.

f. Another useful attribute is "CalFresh" from the drop-down menu. This selection contains more than one drawing style.

g. Left-click on "Select" on the "Counts and Amounts" drawing style icon. Now left-click on "Options". The Counts and Amounts selection helps locate areas with high population density for the selected variable.
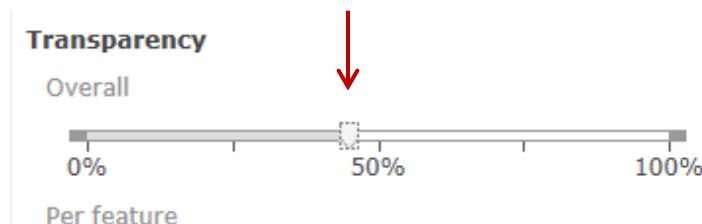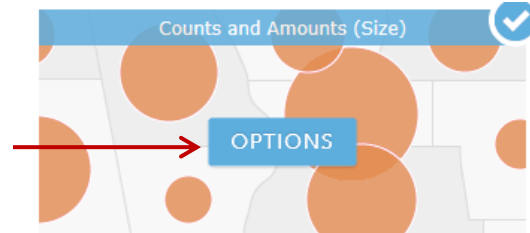
h. Clicking on "Options" redirects you to a new menu. In the lower side of the menu, adjust the bars titled "Transparency" and "Visible Range" by moving the pale-grey, pentagon-shaped cursors.

i. The size of population density bubbles adjusts automatically.

j. Left-click on the "Classify Data" box in the Size section. Classify Data gives the range for each population density bubble.

k. Keep the size bar at the automatically pre-set maximum, to show the maximum population in an area.

l. To categorize the data into more groups, you can click on up or down on the "Width" selection.

m. Adjust the "Transparency" and "Visible Range" bars by moving the pale-grey, pentagon-shaped cursors, if needed, and click on "OK".

n. Left-click on an area of the map if you would like to see all variables for the selected area.

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o. To go back to the Contents main menu, left-click on the little triangle next to the "Change Style" title, or click on "Done" or "Cancel" at the bottom of the menu.
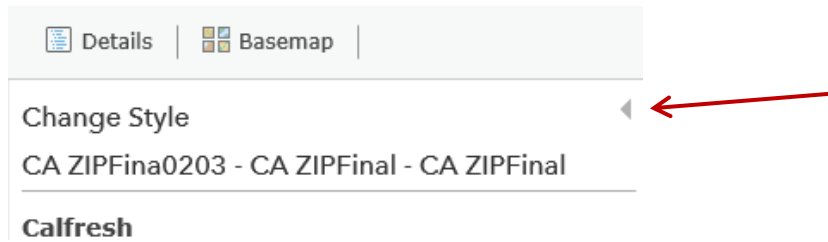
DATA DICTIONARY:

The instructions below will help you interact with all the geo-maps to best serve your needs. An individual data dictionary is available for each county's data elements/variables, and will be provided upon request. Review the data dictionary for the appropriate counties below:

A. **The ZIP-Code level geo-maps provide population information for the following data variables;**

1. **ZIP** – ZIP Code.
2. **Pop5over** – Population 5 years old and over
3. **EngOnly** – Speak English Only
4. **Spanish** – Speak Spanish
5. **Chinese** – Speak Chinese
6. **Korean** – Speak Korean
7. **Hmong** – Speak Hmong
8. **Vietnam** – Speak Vietnamese
9. **Tagalog** – Speak Tagalog
10. **PovPop** – Population for whom poverty status is determined
11. **Under50** – Persons in deep poverty (under 50 percent the federal poverty level)
12. **Under100** – Persons below poverty (under 100 percent the federal poverty level)
13. **Under130** – Persons below 130 percent the federal poverty level
14. **Under200** – Persons below 200 percent the federal poverty level
15. **TotInElg** – Estimate of persons ineligible for CalFresh
16. **AdjDeno** – Estimate of Persons eligible for CalFresh
17. **CalFresh** – Total CalFresh recipients
18. **PRICode** – Program Reach Index[1] Estimate Matrix

C. **The County-level geo-maps provide population information for the following data variables;**

1. **County** – County
2. **Pop5over**– Population 5 years old and over
3. **EngOnly** – Speak English Only
4. **Spansh** – Speak Spanish
5. **SpnELVW** – Speak Spanish, Speaking English less than very well
6. **French** – Speak French
7. **FreELVW** – Speak French, Speaking English less than very well

[1] Please visit the CDSS CalFresh Data Portal to review the steps for the calculation of the Program Reach Index (PRI), as well as locate additional CalFresh data. http://www.cdss.ca.gov/inforesources/Research-and-Data

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8. **Italy** – Speak Italian
9. **ItlyELVW** – Speak Italian, Speaking English less than very well
10. **Portug** – Speak Portuguese
11. **PorELVW** – Speak Portuguese, Speaking English less than very well
12. **German** – Speak German
13. **GerELVW** – Speak German, Speaking English less than very well
14. **Yiddish** – Speak Yiddish
15. **YidELVW** – Speak Yiddish, Speaking English less than very well
16. **Scandvan** – Speak Scandinavian
17. **ScanELVW** – Speak Scandinavian, Speaking English less than very well
18. **Greek** – Speak Greek
19. **GreELVW** – Speak Greek, Speaking English less than very well
20. **Russian** – Speak Russian
21. **RusELVW** – Speak Russian, Speaking English less than very well
22. **Polish** – Speak Polish
23. **PolELVW** – Speak Polish, Speaking English less than very well
24. **Serb** – Speak Serbian/Croatian
25. **SerbELVW** – Speak Serbian/Croatian, Speaking English less than very well
26. **OthSlav** – Speak Other Slovak
27. **SlavELVW** – Speak Other Slovak, Speaking English less than very well
28. **Armen** – Speak Armenian
29. **ArmELVW** – Speak Armenian, Speaking English less than very well
30. **Persian** – Speak Persian
31. **PerELVW** – Speak Persian, Speaking English less than very well
32. **Gujarati** – Speak Gujarati
33. **GujELVW** – Speak Gujarati, Speaking English less than very well
34. **Hindi** – Speak Hindi
35. **HinELVW** – Speak Hindi, Speaking English less than very well
36. **Urdu** – Speak Urdu
37. **UrdELVW** – Speak Urdu, Speaking English less than very well
38. **OthIndic** – Speak Other Indic
39. **IndiELVW** – Speak Other Indic, Speaking English less than very well
40. **IndoEuro** – Speak Indo European
41. **InErELVW** – Speak Indo European, Speaking English less than very well
42. **Chinese** – Speak Chinese
43. **ChiELVW** - Speak Chinese, Speaking English less than very well
44. **Japanese** – Speak Japanese
45. **JapELVW** - Speak Japanese, Speaking English less than very well
46. **Korean** – Speak Korean
47. **KorELVW** - Speak Korean, Speaking English less than very well
48. **Hmong** – Speak Hmong
49. **HmngELVW** - Speak Hmong, Speaking English less than very well
50. **Thai** – Speak Thai
51. **ThaiELVW** - Speak Thai, Speaking English less than very well
52. **Laotian** – Speak Laotian

53. **LaotELVW** - Speak Laotian, Speaking English less than very well
54. **Vietnam** – Speak Vietnamese
55. **VietELVW** - Speak Vietnamese, Speaking English less than very well
56. **OthAsian** – Speak Other Asian
57. **AsiaELVW** - Speak Other Asian, Speaking English less than very well
58. **Tagalog** – Speak Tagalog
59. **TagELVW** - Speak Tagalog, Speaking English less than very well
60. **OthPacf** – Speak Other Pacific
61. **PasfELVW** - Speak Other Pacific, Speaking English less than very well
62. **Navajo** – Speak Navajo
63. **NavELVW** - Speak Navajo, Speaking English less than very well
64. **OthNNam** – Speak Other North American
65. **NNAELVW** - Speak Other North American, Speaking English less than very well
66. **Hungary** – Speak Hungarian
67. **HunELVW** - Speak Hungarian, Speaking English less than very well
68. **Arabic** – Speak Arabic
69. **ArbELVW** - Speak Arabic, Speaking English less than very well
70. **Hebrew** – Speak Hebrew
71. **HebELVW** - Speak Hebrew, Speaking English less than very well
72. **African**– Speak African Origin
73. **AfrELVW** - Speak African Origin, Speaking English less than very well
74. **PovPop** – Population for whom poverty status is determined
75. **Under50** – Persons in deep poverty (under 50 percent the federal poverty level)
76. **Under100** – Persons below poverty (under 100 percent the federal poverty level)
77. **Under130** – Persons below 130 percent the federal poverty level
78. **Under200** – Persons below 200 percent the federal poverty level
79. **TotInElg** – Estimate of persons ineligible for CalFresh
80. **AdjDeno** – Estimate of Persons eligible for CalFresh
81. **CalFresh** – Total CalFresh recipients
82. **PRINEW** – Program Reach Index[2]

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